**SVoD Viewing Could Catch Traditional TV by 2023**

Rethink projects that the current 478 million SVoD subs will grow to 743 million by 2023, with North America driving the largest volume of subscription dollars, going from 146.5 million subs to over 236 million by that date. It says that will accelerate the "drift" of traditional TV advertising to the internet.

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<https://www.multichannel.com/news/svod-viewing-could-catch-traditional-tv-by-2023?utm_source=Listrak&utm_medium=Email&utm_term=SVoD%20Viewing%20Could%20Catch%20Traditional%20TV%20By%20%26%23039;23&utm_campaign=SVoD%20Viewing%20Could%20Catch%20Traditional%20TV%20By%20'23>